

Best Practices for Chapter Recruitment

1

Know the Benefits

Use the benefits powerpoint and fact sheet when recruiting and share PRSSA's mission and vision statements.

6

Target Young Students

Freshman and sophomores have more time to develop into Chapter leaders.

2

Gather Materials

Recruitment materials and information packets are available on the PRSSA website.

7

Partner with other Organizations

Host joint events to reach a diverse array of prospective members.

3

Build a Vibrant Chapter Culture

Volunteer together, hold socials and do more than professional development.

8

Offer Extra Credit

Talk to professors and advisers about extra credit opportunities for PRSSA membership.

4

Be Enthusiastic and Approachable

You are the best advocate for your Chapter.

9

Visit Classrooms

Visit public relations, journalism, communications, marketing and business classes.

5

Attend Student Activity Fairs

These pre-planned events allow you to connect with many students in one place.

10

Tell your story

Tell students how PRSSA has helped you professionally and personally.

For more best practices, tips and resources, visit the PRSSA website, prssa.prsa.org, or contact National Vice President of Member Services Allyson Berry at allysonkberry.prsa@gmail.com